(1)

Total Marketing Budget

Advertising - for and
Company

Notes for presentation
For 1982 Mktg.
Conference

2040335857

Source: https://www.industrydocuments.ucsf.edu/docs/jgnn0004

Adult Conversion

Medicine / H / Surgery

Competitive position

Top. Mills. PM

(10 year history)

Pressure points - Media strategy for each brand

(Marketing focus & pitfalls)

2040935858

Source: https://www.industrydocuments.ucsf.edu/docs/jgnn0004

Composite
Product profiles
(cigs, ales, soft drinks)
vs.
Industry Profile
vs.
Media used profiles

Ethnic Market
— Penetration by
media —

NEW MEDIA
USED IN 1981
BY EACH CO.

2040935859

Source: https://www.industrydocuments.ucsf.edu/docs/jgnn0004